

# Rax eliminates 20 jobs due to \$2M loss

By D. M. Levine  
COLUMBUS, Ohio — Rax Restaurants Inc., faced with a net loss of \$2.05 million for the fiscal year ended July 29, has eliminated more than 20 administrative positions and is planning to test a hamburger at some of its units in an attempt to perk up sliding sales.

A. Grant Bowen, chief financial officer and vice chairman of the 453-unit chain, said the cuts represent about 10% of Rax's administrative staff at home and district offices and will save the company more than \$2 million when benefits and travel expenditures are considered in addition to salaries. Those let go were mostly training, real-estate development and clerical personnel, Bowen added.

"There were absolutely no store-level cuts," he said in a telephone interview. Those eliminated "had nothing to do

## RAX RESTAURANTS INC. TAKES A DIP

A 453-unit fast-food chain based in Columbus, Ohio.

Stock traded over-the-counter. Current price in the \$5.25 range, down from a 52-week high of \$14.75.

|                           | 1984           | 1985            |
|---------------------------|----------------|-----------------|
| Revenues                  | \$92.7 million | \$113.2 million |
| Net income or (Loss)      | 4.29 million   | (4.78 million)  |
| Earnings (Loss) per Share | 68 cents       | (30 cents)      |

Source: NRN research, company reports.

with supervision or hands-on operations."

The cutbacks come in response to the chain's annual results, which were issued two weeks ago. In the statement, the company reported a pretax loss of \$4.78 million on revenues of \$113.2 million.

Bowen said special adjustments related to real-estate acquisitions and market expenditures contributed to the

loss. In addition, the company reported earlier that its systemwide sales declined by about 7% over last year's results.

In fiscal 1984 Rax reported net income of \$4.29 million on revenues of \$92.7 million.

Bowen said that beyond elimination of administrative positions and various cost-containment programs, no retrenchment is anticipated. He

said the company is continuing with its aggressive push into the Southeast and is planning to introduce a hamburger at 30 of its units in Florida, West Virginia and Minnesota before Jan. 1.

Rax, which started primarily as a roast beef chain more than seven years ago, has repositioned itself recently, emphasizing its extensive salad bars and take-out prepackaged luncheon and dinner salads.

Over the last year, the company has undergone a series of management shifts in response to softening sales. The two principal appointments are Daniel J. Corrigan, a former Wendy's executive, who became Rax's executive vice president in charge of marketing, and Larry R. Ritter, the chain's executive vice president in charge of franchising, who became president.

# Noble Roman's debuts Pan One pizza for lunch

By Howard Riell  
BLOOMINGTON, Ind. — Noble Roman's has made its bid for a larger slice of the pizza segment's most increasingly competitive daypart by rolling out its own deep-dish lunchtime entry, the Pan One pizza.

The Pan One, an "individual lunchtime pizza" prepared in a pan from Sicilian dough, is a spinoff from the 127-unit chain's largely unsuccessful "International Pizzas" rollout of last year. Previously Noble Roman's lunchtime offerings—the Lite-Size and Son of Monster pizzas—were thin-crust only.

The introduction comes at a time when several segment rivals are following Pizza Hut's

lead in the previously untapped daypart. Two years ago Pizza Hut unveiled its Personal Pan Pizza. Since then Pizza Inn has expanded its lunchtime buffet, marketing the pizza, pasta and salad offerings more toward midday diners. Round Table Pizza has also introduced lunchtime items, and Godfather's is now testing pizza by the slice aimed at increasing lunch sales.

The Pan One, available six days a week, was recently introduced in central Indiana and Ohio following a 90-day test in two Muncie, Ind., units, according to Walter M. Bagot, the chain's senior vice president of marketing. The new

(See PIZZA, page 161)



Pan One pizza is a spin-off of Noble Roman's "International Pizzas" of last year. The lunchtime entry is available every day except Sunday.

# U.S. votes against international coffee pact

## NRN Special Report

In a meeting that ran several days over schedule, the International Coffee Organization (ICO) finally hammered out a quota agreement, but the United States, for the first time in the group's 22 years, voted against the final pact.

As a coffee-consuming nation, however, the "no" vote of the United States will have little effect upon the agreement or the price of coffee for the next year. This country had proposed

## Commodities

regulating heavy selling by ICO producing nations to non-ICO members, causing prices in member countries to rise as shipments to them were curtailed. U.S.-backed restrictions on sales to nonmembers were not included in the final agreement.

The price of green coffee beans is expected to move up by several cents a pound within the next two months, as the heavy winter coffee drinking season begins.

Another ICO, this time the International Cocoa Organization, has been successful in keeping the price of cocoa (from which chocolate is produced) at relatively stable levels for the past three years. Prices had been on a roller coaster before that, as the major African producing states were ravaged by rebellions and drought.

The increasing production of Brazil, a newcomer in the fiercely competitive cocoa arena, however, has given the ICO a counterbalance to the volatile African producers. As a result, cocoa has evened out in a range that varies only a few cents a pound from its highs to lows. The narrow spread has benefited both producers and chocolate processors.

Cases of citrus canker infection continue to show up in Florida's orange trees. The latest reportings were in a nursery

(See COFFEE, page 14)

## PRICE MOVEMENT AT A GLANCE

|                                                           | Oct. 7, 1984 | Sept. 6, 1985 | Oct. 7, 1985 |
|-----------------------------------------------------------|--------------|---------------|--------------|
| Beans, lima, dry, large, Calif. cwt. (lb.)                | \$0.42       | \$0.345       | \$0.325      |
| Beef, Choice, 700-900 lb., Midwest (lb.)                  | \$0.93       | \$0.80        | \$0.88       |
| Broilers, Grade A dressed, icepack, N.Y.C. (lb.)          | \$0.5310     | \$0.5801      | \$0.5138     |
| Butter, Grade AA, Chicago (lb.)                           | \$1.5975     | \$1.3975      | \$1.4375     |
| Eggs, Grade A, large white, Chicago (doz.)                | \$0.68       | \$0.69-0.72   | \$0.69-0.72  |
| Lettuce, iceberg, No. 1, Calif. (24s)                     | \$7.00-9.00  | \$7.00-8.00   | \$5.00-6.00  |
| Pepper, black, N.Y.C. (lb.)                               | \$1.17       | \$1.75        | \$1.92       |
| Peppers, green, large No. 1, Calif. (30 lb.)              | \$8.00-9.00  | \$5.00-5.50   | \$7.00-9.00  |
| Pork loins, No. 1, 14-17 lb., Midwest (lb.)               | \$0.88       | \$0.97        | \$0.97       |
| Raspberries, red, Grade A frozen, Northwest, 28 lb. (lb.) | \$0.68       | \$0.68        | \$0.70-0.72  |

Source: NRN Research

Prices listed are packers' f.o.b. plant, unless specified, and do not represent the prices paid by the operator. This list is only a reference to indicate price trends against benchmarks of one year ago and one month ago. Products listed are those showing marked movement in price.

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# New competition faces U.S. fast feeders abroad

LONDON — American-based fast feeders can expect increased competitive pressure from emerging fast-food chains based outside the United States, according to a comprehensive report on international fast food issued by London-based Euromonitor.

The market analysis company said the new competition is growing at a time when American chains' considerable overseas investments are just beginning to pay off. The report also raises the possibility of imminent market saturation in some countries. Domestic saturation was one of the reasons American fast feeders expanded overseas in the first place, the report noted.

"Fast-food sales outside the United States are heavily dominated by U.S. chains or franchise operations," Euromonitor said. "However, national companies have responded in several major markets, notably Japan and the United Kingdom, to challenge the United States' dominance of the fast-food dollar."

The report also suggested that "no frills" fast food will be increasingly the domain of convenience stores, gas stations, mobile units and retail stores as traditional fast feeders upgrade their decor and expand their menus to meet consumer demands.

Euromonitor is convinced that American-style fast food is gaining in popularity throughout the world, even in

## Some countries nearing saturation point

"the traditionally reactionary markets, such as France and Italy." And despite the new competition, "the U.S. market remains the spearhead of international fast-food expansion," the report said.

The report forecast large rates of growth in fast-food sales between 1984 and 1990—145% in France; 154% in Italy; 52% in Japan; 110% in the United Kingdom; and 62% in Germany.

In 1984, according to the report, the international fast-food industry reported sales of \$47 billion with American fast feeders accounting for 86% of the total, or \$40.2 billion. (The U.S. Commerce Department earlier estimated that 1984 fast-food sales in the United States reached \$46.8 billion.)

Other major markets were Japan, with 1984 fast-food sales of \$1.8 billion; Canada, \$1 billion; United Kingdom, \$900 million; Asian Pacific, \$800 million; West Germany, \$600 million; other Far East, \$400 million; France, \$300 million; Caribbean, \$200 million; Mexico, \$100 million; other European nations, \$100 million; South and Central America excluding Mexico and the Caribbean, \$100 million; and all other nations, \$100 million.

Consumers around the world are attracted to fast

food for the same reasons American consumers are, the report said. Fast food "provides a quick, economical way to eat out. It therefore particularly suits young people, although they in turn can be grouped into two distinct sectors: the younger under-21s who like to eat cheap 'junk' food and the 30-to-40-year age group who have children who like it as well."

"The universality of the appeal stems from the value-for-money concept, the convenience of service, the generally clean and hygienic standards in force, the attractive if plastic decor and—despite the 'junk' concept—the good quality of the product and its intrinsic appeal," the report continued.

Trends that are driving the fast-food industry in the United States, and changing it, are expected to show up soon in international markets, Euromonitor said.

"Recent U.S. trends suggest that refinements to this pattern are now taking place, as operators are keen to impact the more affluent sectors of the catering market with a more sophisticated image and broader menus," the report said. "The aim is to attract people who regularly eat out in quick-service restaurants; younger adults 'on the move'; and the wealthier family market."

"As these changes unfold, the fast-food outlet will increasingly resemble a quick-service restaurant and the classic burger/chicken/pizza mix will become more firmly identified with such outlets as convenience stores, gasoline stations, mobile units and retail stores. As these trends filter through into the international market, the appeal of the fast-food industry will broaden and growth will continue at an accelerated rate."

Euromonitor identified several American fast-food trends that will have an impact on fast feeders in other countries.

- "Increasing marketing efforts to attract the affluent 25-to-35-year-old age group, who are a key target group within the catering market and expanding in absolute terms;
- "Similar efforts to attract young working women and singles rather than depend on the dwindling youth population;
- "Diversifying menus, either through the major chains offering a wider range or 'second tier' chains developing specialties;
- "Strong growth in Mexican foods and Oriental foods;
- "Responses to healthy eating with [more healthful] versions of menus, salads and cold foods and specialist 'lite' restaurants;
- "Strong inroads into the expanding breakfast time market;
- "Sales of soft drinks are becoming a major source of income, and fast-food outlets are an increasingly important

point of distribution;

- "More flexible trading hours; growing fast-food interest among gasoline stations, convenience stores and other retail outlets."

Euromonitor estimated that worldwide fast-food sales in 1985 will top the \$50 billion mark.

The report noted that American fast-food chains, primarily those specializing in burgers, chicken, pizza, doughnuts and ice cream, have been expanding rapidly overseas because of intense competition in the United States. But the problems of establishing fast-food concepts in new markets are so considerable, it continued, that "such operations may operate at a loss for up to five years, so the investment costs are prohibitive to all but the major chains."

Euromonitor questioned whether the accelerated rate of growth of fast-food chains in recent years can be maintained. "Fast-food chains will increasingly need to broaden their appeal in order to grow. The 'traditional' fast-food outlet has a limit to its appeal within higher-spending income groups where the broader menu quick-service restaurants are doing well," it said.

"Already, in the United States, there is strong evidence of the realization of this, with a move to broader fares and upmarket decors. As this trend progresses, the division between fast-food and restaurant businesses will become increasingly blurred."

Euromonitor said it expects the fast-food market in France, Italy, Japan, the

United Kingdom, the United States and West Germany to grow in current and real terms over the next five years.

Per-capita fast-food spending in the United States was \$166.90 in 1984, according to Euromonitor, compared with \$5 in France, \$2.70 in Italy; \$15.20 in Japan; \$16.40 in the

### 1984 WORLDWIDE FAST FOOD SALES

| Country          | Total Sales (Billions) |
|------------------|------------------------|
| United States    | \$40.2                 |
| Japan            | 1.8                    |
| Canada           | 1.0                    |
| United Kingdom   | 0.9                    |
| Pacific Far East | 0.8                    |
| West Germany     | 0.6                    |
| Other Far East   | 0.4                    |
| France           | 0.3                    |
| Caribbean        | 0.2                    |
| Mexico           | 0.1                    |
| Other Europe     | 0.1                    |
| Other Americas   | 0.1                    |
| Other World      | 0.1                    |
| Total            | 46.7                   |

Source: Euromonitor, Market Direction

United Kingdom; and \$9.50 in West Germany.

Euromonitor said real growth (adjusted for inflation) between 1983 and 1984 was 12.2% in France, 16.9% in Italy, 5.1% in Japan, 14.5% in the United Kingdom, 6.8% in the United States and 4% in West Germany.

By 1987 there will be 1,110 fast-food outlets in France, 800 in Italy, 11,500 in Japan, 2,300 in the United Kingdom, 142,500 in the United States and 1,225 in West Germany, according to Euromonitor.

### 1984 FAST-FOOD MARKETS

|                | Market Size (Millions) | Sales Per Head | Real Growth '83/'84 | Number of Outlets | 1985 Sales Forecasts* (Millions) |
|----------------|------------------------|----------------|---------------------|-------------------|----------------------------------|
| France         | \$ 275                 | \$ 5.00        | 12.2%               | 795               | \$ 330                           |
| Italy          | 160                    | 2.70           | 16.9                | 500               | 210                              |
| Japan          | 1,837                  | 15.20          | 5.1                 | 10,925            | 1,980                            |
| United Kingdom | 920                    | 16.40          | 14.5                | 2,060             | 1,100                            |
| United States  | 39,500                 | 166.90         | 6.8                 | 137,200           | 43,850                           |
| West Germany   | 585                    | 9.50           | 4.0                 | 1,000             | 620                              |

Source: Market Direction

\*Rounded estimates

### PROJECTED NUMBER OF FAST-FOOD OUTLETS 1984-90

|                | 1984    | 1987    | 1990    | Maximum |
|----------------|---------|---------|---------|---------|
| France         | 795     | 1,110   | 1,350   | 2,500   |
| Italy          | 500     | 800     | 1,200   | 2,000   |
| Japan          | 10,925  | 11,500  | 12,000  | 15,000  |
| United Kingdom | 2,060   | 2,300   | 2,750   | 4,000   |
| United States  | 137,200 | 142,500 | 145,000 | 155,000 |
| West Germany   | 1,000   | 1,225   | 1,400   | 3,000   |

Source: Euromonitor, Market Direction

### MARKET SIZE PROJECTIONS TO 1990

|                | 1984*  | 1990*  | % Growth 1984-90 | % Inflation Per annum |
|----------------|--------|--------|------------------|-----------------------|
| France         | \$ 275 | \$ 675 | +145             | 7.5                   |
| Italy          | 177    | 450    | +154             | 10.0                  |
| Japan          | 1,837  | 2,800  | + 52             | 2.5                   |
| United Kingdom | 920    | 1,930  | +110             | 6.0                   |
| United States  | 39,500 | 60,000 | + 52             | 4.5                   |
| West Germany   | 585    | 950    | + 62             | 3.0                   |

Source: Euromonitor, Market Direction

\*In millions at current prices



A Kentucky Fried Chicken outlet in Japan. The country rang up \$1.8 billion in fast-food sales in 1984.

## FINANCIAL NEWS

## NRN Index falls 2.6 to 120.2, losers outnumber gainers

NEW YORK — The Nation's Restaurant News Food-Service Operators Stock Index resumed its declining trend in the week ended Oct. 14, dropping 2.6 points, to close at 120.2.

Broader gauges of market activity were on the upswing, however. For example, the Dow Jones Industrial Average gained 11.20 points in the week and closed at 1,339.94. Some analysts attributed that to positive economic news, such as the 2.7% increase in September retail sales and

the 0.6% decrease in producer prices.

On NRN's complete, 114-issue listing that includes lodging and diversified companies, 42 stocks advanced in price, while 52 declined and 20 were unchanged. Sixty-eight issues traded at higher volumes than their previous 12-week averages, as 45 traded lower and one was unchanged.

Two of the most active stocks in price change and trading volume were the subjects of takeover speculation.

Rumors that Winners Corp. would be acquired boosted its price \$1.13, to close at \$6.75, a 20% gain, on volume of 166,300 shares, 230.2% greater than the average.

Speculation on Hilton Hotels Corp. was twofold. Some observers believed that Golden Nugget would propose a takeover bid or that Hilton's executives would take the company private in a leveraged buyout. That drove the stock price up \$9.25, to \$66.50, a 16.2% increase, as 828,-

600 shares traded hands, 235% higher than average.

No food-service stock closed at a yearly price high in the week, but several finished at 52-week lows, including Sea Galley, down 25¢ to \$4; Taco Villa, down 75¢ to \$3.75; Res-tec, down 25¢ to \$3.25; Max & Erma's, down 50¢ to \$1.75; 1 Potato 2, down 19¢ to 38¢; Stuff Yer Face, down 13¢ to 31¢; Good Taco, down 6¢ to 25¢; and Nankin Express, down 3¢ to 9¢.

## VOLUME TREND LEADERS

(Volume Trend Change, in %)

|                   |   |       |                  |   |       |
|-------------------|---|-------|------------------|---|-------|
| Sizzler Rest Intl | M | 343.2 | Ponderosa Sys    | N | 172.5 |
| Assoc Hosts       | M | 251.3 | Old Fashion Fd   | M | 172.1 |
| Chili's Inc       | M | 251.0 | Peo Restaurants  | M | 134.7 |
| Hilton Hotels     | N | 235.0 | Fuddrucker's Inc | M | 131.8 |
| Winners Cp        | N | 230.2 | Nankin Express   | O | 125.3 |

## TOP TEN GAINERS

(Weekly Price Change, in %)

|                 |   |      |                |   |      |
|-----------------|---|------|----------------|---|------|
| Peo Restaurants | M | 75.0 | Old Fashion Fd | M | 11.1 |
| Maverick Rest   | M | 35.7 | Acapulco Rests | M | 8.8  |
| Winners Cp      | N | 20.0 | Assoc Hosts    | M | 8.6  |
| Hilton Hotels   | N | 16.2 | El Pollo Asa   | O | 7.9  |
| DLites Of Amer  | M | 11.3 | PepsiCo Inc    | N | 6.7  |

## TOP TEN LOSERS

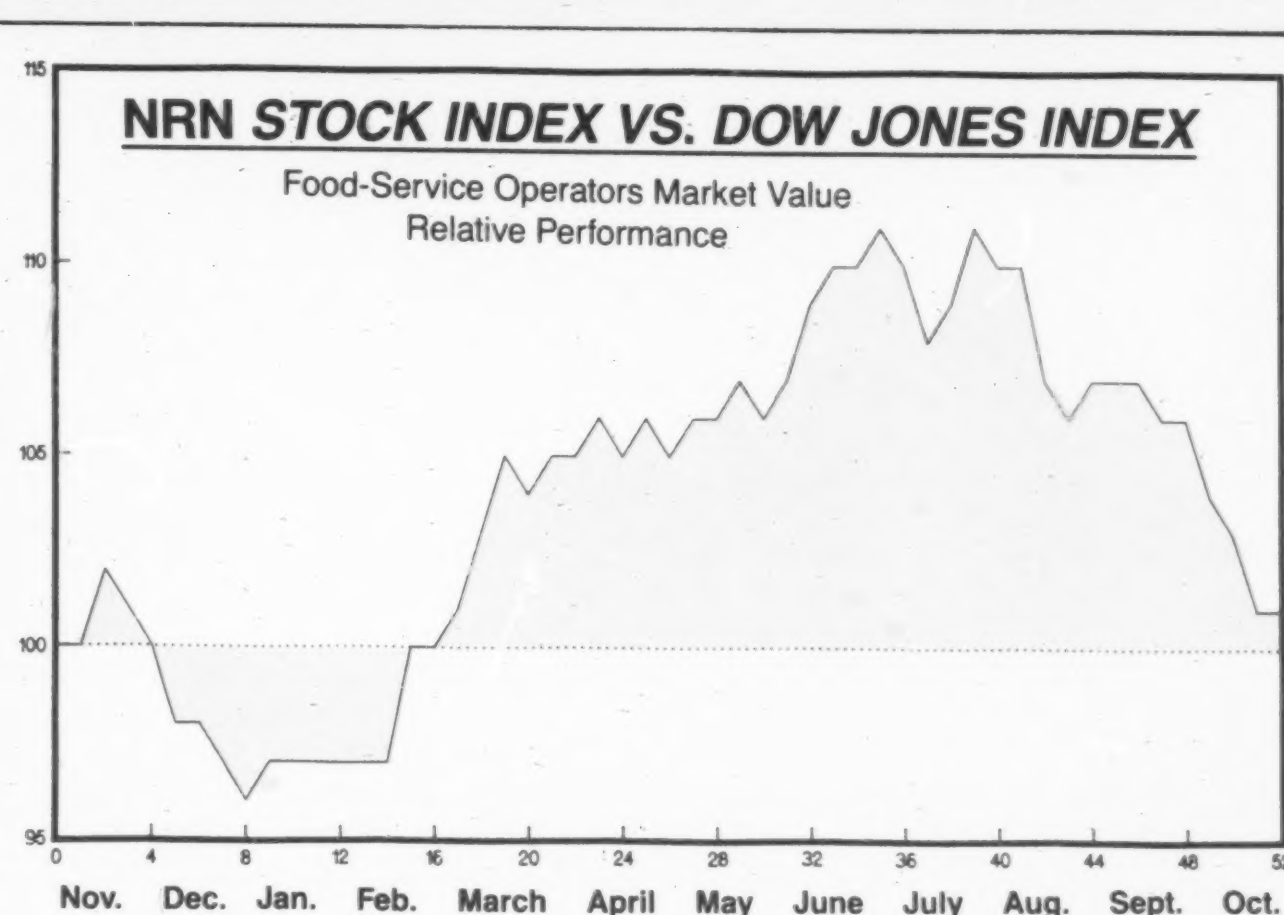
(Weekly Price Change, in %)

|                |   |       |                   |   |       |
|----------------|---|-------|-------------------|---|-------|
| 1 Potato 2     | O | -33.3 | Flakey Jakes      | M | -19.0 |
| Stuff Yer Face | O | -28.6 | Taco Villa        | O | -16.7 |
| Nankin Express | O | -25.0 | Fuddrucker's Inc  | M | -15.7 |
| Max & Erma's   | O | -22.2 | Vie de France     | M | -15.5 |
| Good Taco      | O | -20.0 | Victoria Stations | M | -15.4 |

## Stock Market

| Company and Market     | Price    |       |       |               |       |              |       |               | Volume |                      |        |                   | P/E Ratio | Indicated    |            |        | Latest Report |        |       | Latest Quarter |        |            |        |        |       | Year-to-Date |        |            |        |        |       |       |        |       |        |
|------------------------|----------|-------|-------|---------------|-------|--------------|-------|---------------|--------|----------------------|--------|-------------------|-----------|--------------|------------|--------|---------------|--------|-------|----------------|--------|------------|--------|--------|-------|--------------|--------|------------|--------|--------|-------|-------|--------|-------|--------|
|                        | 10-11-85 |       |       | Weekly Change |       | Weekly Range |       | 52-Week Range |        | Weekly Shares Traded |        | 12-Week Avg. Vol. |           | Volume Trend | Divd. Rate |        | New Report    | Period | Date  | Revenue        |        | Net Income |        | E.P.S. |       | Revenue      |        | Net Income |        | E.P.S. |       |       |        |       |        |
|                        | Close    | Amt.  | Pct.  | High          | Low   | High         | Low   | Total         | % Out  | As % Out             | Change | Amt.              |           | Yld.         | Amt.       | Chg.   |               |        |       | Amt.           | Chg.   | Amt.       | Chg.   | Amt.   | Chg.  | Amt.         | Chg.   | Amt.       | Chg.   | Amt.   | Chg.  | Amt.  | Chg.   |       |        |
|                        | \$       | \$    | %     | \$            | \$    | \$           | \$    | (100)         | %      | %                    | %      | \$                |           | %            | \$         | %      |               |        |       | \$             | %      | \$         | %      | \$     | %     | \$           | %      | \$         | %      | \$     | %     | \$    | %      |       |        |
| Food-Service Operators |          |       |       |               |       |              |       |               |        |                      |        |                   |           |              |            |        |               |        |       |                |        |            |        |        |       |              |        |            |        |        |       |       |        |       |        |
| A&M Food Svcs          | M        | 7.13  | -13   | -1.7          | 7.25  | 7.00         | 8.00  | 3.50          | 195    | 55                   | 95     | -42.1             | 12.5      | .00          | 0          | 9 mos. | 09-85         | 16.3   | 101.2 | 1.2            | 200.0  | .30        | 200.0  | 33.5   | 51.6  | 2.0          | 81.8   | 55         | 83.3   | 31.2   | 10.2  | .3    | .0     | 12    | -14.3  |
| Acapulco Rests         | M        | 4.63  | .38   | 8.8           | 4.63  | 4.38         | 5.38  | 3.50          | 21     | .08                  | 45     | -82.2             | 20.1      | .00          | 0          | 9 mos. | 07-85         | 11.3   | -40.5 | .3             | NC     | .11        | 1000.0 | 31.2   | 10.2  | .3           | .0     | 12         | -14.3  | 31.2   | 10.2  | .3    | .0     | 12    | -14.3  |
| Am Restaurants         | M        | 3.50  | .00   | .0            | 3.88  | 3.50         | 4.75  | 2.38          | 165    | 72                   | 37     | 94.6              | 50.0      | .00          | 0          | 6 mos. | 07-85         | 5.7    | 26.7  | .1             | .0     | .05        | 66.7   | 10.4   | 15.6  | .1           | -50.0  | 04         | -60.0  | 10.4   | 15.6  | .1    | -50.0  | 04    | -60.0  |
| Assoc Hosts            | M        | 14.25 | 1.13  | 8.6           | 14.88 | 11.88        | 15.75 | 10.75         | 6,425  | 14.51                | 4.13   | 251.3             | 22.6      | .12          | .8         | 9 mos. | 06-85         | 22.8   | -5.0  | .6             | -45.5  | .12        | -47.8  | 68.2   | -4.1  | 2.0          | -33.3  | 44         | -33.3  | 68.2   | -4.1  | 2.0   | -33.3  | 44    | -33.3  |
| Benihana Nati          | M        | 13.00 | -1.00 | -7.1          | 14.00 | 12.63        | 21.75 | 12.38         | 1,073  | 3.60                 | 3.60   | .0                | 10.9      | .00          | 0          | 3 mos. | 06-85         | 28.1   | 100.7 | 1.1            | 57.1   | .36        | 50.0   | 28.1   | 100.7 | 1.1          | 57.1   | .36        | 50.0   | 28.1   | 100.7 | 1.1   | 57.1   | .36   | 50.0   |
| Bob Evans Farms        | M        | 21.25 | 1.25  | 6.3           | 21.50 | 19.50        | 22.75 | 15.69         | 803    | 45                   | 82     | -45.1             | 20.4      | .27          | 1.3        | 3 mos. | 07-85         | 61.9   | 14.6  | 5.0            | 13.6   | .28        | 12.0   | 61.9   | 14.6  | 5.0          | 13.6   | .28        | 12.0   | 61.9   | 14.6  | 5.0   | 13.6   | .28   | 12.0   |
| Calibre Cp             | M        | 1.88  | -.25  | -11.8         | 2.13  | 1.88         | 4.25  | .63           | 79     | 26                   | 44     | -40.9             | NE        | .00          | 0          | 6 mos. | 01-85         | 3.6    | 2.9   | (1.1)          | NE     | (.38)      | NE     | 7.1    | 6.0   | (1.8)        | NE     | (.60)      | NE     | 7.1    | 6.0   | (1.8) | NE     | (.60) | NE     |
| Calny Food             | M        | 13.38 | .63   | 4.9           | 13.38 | 12.50        | 15.13 | 8.13          | 430    | 95                   | 4.90   | -80.6             | 18.6      | .16          | 1.2        | 6 mos. | 08-85         | 16.6   | 27.7  | .7             | 40.0   | .16        | 33.3   | 30.2   | 20.8  | 1.6          | 14.3   | .35        | 12.9   | 30.2   | 20.8  | 1.6   | 14.3   | .35   | 12.9   |
| Capri Crab             | M        | 1.00  | -.06  | -5.9          | 1.06  | 0.94         | 2.63  | .88           | 1,349  | 88                   | .78    | 12.8              | NE        | .00          | 0          | 6 mos. | 02-85         | 1.7    | 240.0 | (.5)           | NE     | (.04)      | NE     | 3.3    | 200.0 | (1.1)        | NE     | (.08)      | NE     | 3.3    | 200.0 | (1.1) | NE     | (.08) | NE     |
| Carroll's Cp           | N        | 7.00  | -1.13 | -1.8          | 7.13  | 6.88         | 11.50 | 6.50          | 349    | 45                   | .59    | -23.7             | 11.1      | .07          | 1.0        | 3 mos. | 08-85         | 39.8   | 4.7   | 1.5            | -28.6  | .20        | -28.6  | 39.8   | 4.7   | 1.5          | -28.6  | .20        | -28.6  | 39.8   | 4.7   | 1.5   | -28.6  | .20   | -28.6  |
| Chili's Intl           | O        | .56   | .00   | .0            | 0.63  | 0.56         | .88   | .38           | 902    | 41                   | .53    | -22.6             | NE        | .00          | 0          | 3 mos. | 04-85         | 5.3    | -11.7 | .0             | NE     | .00        | NE     | 5.3    | -11.7 | .0           | NE     | .00        | NE     | 5.3    | -11.7 | .0    | NE     | .00   | NE     |
| Chi-Chi's              | M        | 8.88  | -1.13 | -11.3         | 9.25  | 8.50         | 15.13 | 8.50          | 9,073  | 3.36                 | 2.48   | 35.5              | 15.8      | .00          | 0          | 3 mos. | 07-85         | 65.1   | 39.7  | 4.5            | -10.0  | .17        | -10.5  | 65.1   | 39.7  | 4.5          | -10.0  | .17        | -10.5  | 65.1   | 39.7  | 4.5   | -10.0  | .17   | -10.5  |
| Chili's Inc            | M        | 20.88 | -1.00 | -4.6          | 21.13 | 20.25        | 28.88 | 19.00         | 11,232 | 24.15                | 6.88   | 251.0             | 23.7      | .00          | 0          | fiscal | 06-85         | 21.0   | 69.4  | 1.4            | 75.0   | .30        | 57.9   | 69.3   | 60.8  | 4.1          | 105.0  | 88         | 76.0   | 69.3   | 60.8  | 4.1   | 105.0  | 88    | 76.0   |
| Church's Fr Ch         | N        | 15.25 | .38   | 2.5           | 15.25 | 14.38        | 20.25 | 13.63         | 6,249  | 1.66                 | 3.30   | -49.7             | 13.3      | .44          | 2.9        | 9 mos. | 09-85         | 136.3  | 10.3  | 9.9            | -4.8   | .26        | -7.1   | 389.3  | 11.0  | 29.0         | 3.2    | .77        | 2.7    | 389.3  | 11.0  | 29.0  | 3.2    | .77   | 2.7    |
| Collins Foods          | N        | 13.13 | -.25  | -1.9          | 13.50 | 12.88        | 16.69 | 9.09          | 3,034  | 1.54                 | .92    | 67.4              | 15.1      | .12          | .9         | 3 mos. | 07-85         | 136.4  | 18.6  | 5.6            | 16.7   | .19        | -20.8  | 136.4  | 18.6  | 5.6          | 16.7   | .19        | -20.8  | 136.4  | 18.6  | 5.6   | 16.7   | .19   | -20.8  |
| Concept Dev            | M        | 9.13  | -1.13 | -1.4          | 9.25  | 8.50         | 16.75 | 5.75          | 937    | 1.81                 | 2.60   | -30.4             | NE        | .00a         | 0          | 9 mos. | 03-85         | 28.1   | 212.2 | (1.2)          | -100.0 | (.23)      | -100.0 | 30.2   | 9.4   | (1.2)        | -100.0 | (.23)      | -100.0 | 30.2   | 9.4   | (1.2) | -100.0 | (.23) | -100.0 |
| Consol Prods           | M        | 3.25  | -1.13 | -3.7          | 3.38  | 3.25         | 5.38  | 3.13          | 55     | .17                  | .41    | -58.5             | 14.8      | .08          | 2.5        | 9 mos. | 06-85         | 16.4   | .0    | (.1)           | -100.0 | (.02)      | -100.0 | 50.2   | -2.3  | .2           | -71.4  | .06        | -68.4  | 50.2   | -2.3  | .2    | -71.4  | .06   | -68.4  |
| Consul Restaurant      | M        | 2.13  | -.25  | -10.5         | 2.50  | 2.00         | 7.88  | 2.00          | 1,200  | 2.64                 | 2.01   | 31.3              | NE        | .00          | 0          | 3 mos. | 08-85         | 21.9   | 3.8   | .1             | NC     | .02        | 100.0  | 21.9   | 3.8   | .1           | NC     | .02        | 100.0  | 21.9   | 3.8   | .1    | NC     | .02   | 100.0  |
| Cracker Barrel         | M        | 11.00 | .25   | 2.3           | 11.75 | 10.75        | 17.75 | 10.25         | 31     | .09                  | 1.57   | -94.3             | 15.5      | .14          | 1.3        | fiscal | 07-85         | 20.7   | 19.7  | 1.5            | 15.4   | .45        | -2.2   | 67.5   | 18.6  | 2.4          | -11.1  | .71        | -27.6  | 67.5   | 18.6  | 2.4   | -11.1  | .71   | -27.6  |
| Cucos Inc              | O        | 7.00  | .00   | .0            | 7.50  | 7.00         | 7.00  | 2.75          | 34     | .20                  | .77    | -74.0             | 43.8      | .00          | 0          | fiscal | 06-85         | 1.8    | 100.0 | .1             | NC     | .05        | 66.7   | 6.6    | 106.3 | .3           | 50.0   | .16        | 23.1   | 6.6    | 106.3 | .3    | 50.0   | .16   | 23.1   |
| DLites Of Amer         | M        | 7.38  | .75   | 11.3          | 7.63  | 6.63         | 15.50 | 6.38          | 1,973  | 3.88                 | 3.48   | 11.5              | 43.4      | .00          | 0          | 3 mos. | 06-85         | 5.9    | 145.8 | .2             | NC     | .05        | 400.0  | 5.9    | 145.8 | .2           | NC     | .05        | 400.0  | 5.9    | 145.8 | .2    | NC     | .05   | 400.0  |
| Dunkin Donuts          | M        | 22.75 | -.50  | -2.2          | 23.25 | 22.38        | 25.38 | 14.84         | 407    | .57                  | 1.60   | -64.4             | 16.3      | .24          | 1.1        | 9 mos. | 07-85         | 48.7   | 136.4 | 2.8            | 21.7   | .37        | 15.6   | 73.4   | 17.1  | 8.2          | 17.1   | 1.11       | 15.6   | 73.4   | 17.1  | 8.2   | 17.1   | 1.11  | 15.6   |
| El Chico               | M        | 9.38  | .13   | 1.4           | 9.38  | 9.13         | 12.50 | 7.25          | 203    | .44                  | 1.57   | -72.0             | 10.8      | .00          | 0          | 3 mos. | 06-85         | 21.9   | 3.8   | 1.0            | 11.1   | .22        | 10.0   | 21.9   | 3.8   | 1.0          | 11.1   | .22        | 10.0   | 21.9   | 3.8   | 1.0   | 11.1   | .22   | 10.0   |
| El Pollo Asa           | O        | 5.13  | .38   | 7.9           | 5.25  | 4.75         | 6.34  | 1.84          | 579    | 3.43                 | 3.53   | -2.8              | NE        | .00          | 0          | 3 mos. | 06-85         | 1.4    | 100.0 | .0             | NE     | .01        | NE     | 1.4    | 100.0 | .0           | NE     | .01        | NE     | 1.4    | 100.0 | .0    | NE     | .01   | NE     |
| El Torito Rest         | N        | 11.63 | -.50  | -4.1          | 12.13 | 11.63        | 19.25 | 10.63         | 905    | .82                  | 1.24   | -33.9             | 10.8      | .00          | 0          | 6 mos. | 06-85         | 84.9   | 31.4  | 4.0            | 21.2   | .35        | 20.7   | 150.3  | 22.1  | 6.2          | 26.5   | .54        | 25.6   | 150.3  | 22.1  | 6.2   | 26.5   | .54   | 25.6   |
| Famous Rest            | M        | 1.56  | -1.19 | -10.7         | 1.75  | 1.44         | 3.88  | 1.56          | 1,108  | 1.85                 | 1.01   | 83.2              | NE        | .00          | 0          | 6 mos. | 06-85         | 12.3   | -2.4  | (.1)           | -100.0 | (.02)      | -100.0 | 28.6   | -3.7  | .3           | NC     | .05        | NC     | 28.6   | -3.7  | .3    | NC     | .05   | NC     |
| Fast Food Oper         | O        | .56   | .00   | .0            | 0.75  | 0.56         | 1.31  | .50           | 121    | .20                  | .31    | -35.5             | 28.1      | .00          | 0          | 6 mos. | 06-85         | 1.9    | -9.5  | .1             | .0     | .01        | -50.0  | 3.7    | -2.6  | .1           | .0     | .01        | -50.0  | 3.7    | -2.6  | .1    | .0     | .01   | -50.0  |
| Flakey Jakes           | M        | 2.13  | -.50  | -19.0         | 2.63  | 2.00         | 8.25  | 2.13          | 2,506  | 3.61                 | 3.41   | 5.9               | NE        | .00          | 0          | 6 mos. | 06-85         | 5.3    | 194.4 | (3.9)          | NE     | (.56)      | NE     | 10.6   | 22.2  | (4.4)        | NE     | (.63)      | NE     | 10.6   | 22.2  | (4.4) | NE     | (.63) | NE     |
| Folk's Rest            | O        | 1.50  | .00   | .0            | 2.50  | 1.50         | 7.38  | 1.50          | 3      | .02                  | .12    | -83.3             | NE        | .00          | 0          | 6 mos. | 06-85         | 2.2    | 37.5  | .0             | NE     | .01        | NE     | 3.9    | 56.0  | (.3)         | NE     | (.17)      | NE     | 3.9    | 56.0  | (.3)  | NE     | (.17) | NE     |
| Frisch's               | A        | 22.63 | .88   | 4.0           | 22.63 | 21.00        | 26.00 | 14.50         | 126    | .29                  | .18    | 61.1              | 19.7      | .22          | 1.0        | fiscal | 05-85         | 30.5   | -5.9  | 1.7            | -10.5  | .39        | -7.1   | 127.3  | 2.7   | 5.0          | 2.0    | 1.15       | 3.6    | 127.3  | 2.7   | 5.0   | 2.0    | 1.15  | 3.6    |
| Fuddrucker's Inc       | M        | 5.38  | -1.00 | -15.7         | 6.00  | 4.88         | 14.50 | 5.38          | 4,729  | 7.00                 | 3.02   | 131.8             | 31.6      | .00          | 0          | 6 mos. | 06-85         | 13.8   | 165.4 | .4             | NE     | .06        | NE     | 23.9   | 157.0 | .5           | NE     | .08        | NE     | 23.9   | 157.0 | .5    | NE     | .08   | NE     |
| Good Taco              | O        | .25   | -.06  | -20.0         | 0.31  | 0.25         | 2.75  | .25           | 178    | .60                  | .58    | 3.4               | NE        | .00          | 0          | fiscal | 02-85         | .1     | -75.0 | (.3)           | NE     | (.07)      | NE     | 1.1    | 37.5  | (1.4)        | NE     | (.51)      | NE     | 1.1    | 37.5  | (1.4) | NE     | (.51) | NE     |
| Hamburg Hamlet         | O        | 14.50 | -.25  | -1.7          | 15.25 | 14.50        | 15.25 | 10.50         | 1      | .01                  | .36    | -97.2             | 7.4       | .00          | 0          | 3 mos. | 06-85         | 9.4    | -2.1  | .4             | .0     | .58        | .0     | 9.4    | -2.1  | .4           | .0     | .58        | .0     | 9.4    | -2.1  | .4    | .0     | .58   | .0     |
| Hungry Tiger           | M        | 5.63  | .00   | .0            | 5.75  | 5.63         | 6.25  | 3.63          | 401    | 1.38                 | 2.14   | -35.5             | NE        | .00          | 0          | 9 mos. | 06-85         | 20.7   | -3.3  | (.4)           | -100.0 | (.13)      | -100.0 | 49.6   | -5.3  | (.9)         | -100.0 | (.29)      | -100.0 | 49.6   | -5.3  | (.9)  | -100.0 | (.29) | -100.0 |
| Intl Dairy Queen       | O        | 72.50 | 1.50  | 2.1           | 76.00 | 72.00        | 72.50 | 40.00         | 6      | .03                  | .14    | -78.6             | 15.7      | .00          | 0          | 9 mos. | 08-85         | 52.0   | 27.5  | 4.2            | NE     | 2.14       | 32.9   | 127.6  | 19.8  | 8.1          | 20.9   | 4.06       | 34.0   | 127.6  | 19.8  | 8.1   | 20.9   | 4.06  | 34.0   |
| Intl King Tab          | M        | 17.75 | .25   | 1.4           | 17.75 | 17.00        | 24.75 | 14.88         | 421    | 1.47                 | 1.72   | -14.5             | 11.5      | .00a         | 0          | 3 mos. | 09-85         | 18.9   | -1.6  | 1.1            | .0     | .38        | 5.6    | 18.9   | -1.6  | 1.1          | .0     | .38        | 5.6    | 18.9   | -1.6  | 1.1   | .0     | .38   | 5.6    |
| JB Restaurant          | M        | 10.75 | -.13  | 1.2           | 10.75 | 10.50        | 15.50 | 9.16          | 1,256  | 2.72                 | 3.08   | -11.7             | 14.1      | .16          | 1.5        | 9 mos. | 06-85         | 32.8   | 47.7  | .9             | -10.0  | .24        | -14.3  | 69.5   | 42.7  | 1.8          | -5.3   | .48        | -9.4   | 69.5   | 42.7  | 1.8   | -5.3   | .48   | -9.4   |
| Jemico Inc             | M        | 21.50 | .38   | 1.8           | 21.63 | 20.25        | 23.25 | 14.25         | 5,613  | 3.54                 | 4.76   | -25.6             | 15.2      | .12          | .6         | fiscal | 06-85         | 128.1  | 1.2   | 7              |        |            |        |        |       |              |        |            |        |        |       |       |        |       |        |

## FINANCIAL NEWS



| Company and Market                           | Stock Market |        |               |       |              |       |               |       |                      |          |                   |      | Financial Update |                      |        |               |         |       |                |        |         |       |         |        |              |       |         |        |         |  |
|----------------------------------------------|--------------|--------|---------------|-------|--------------|-------|---------------|-------|----------------------|----------|-------------------|------|------------------|----------------------|--------|---------------|---------|-------|----------------|--------|---------|-------|---------|--------|--------------|-------|---------|--------|---------|--|
|                                              | Price        |        |               |       |              |       |               |       | Volume               |          |                   |      | P/E Ratio        | Indicated Divd. Rate |        | Latest Report |         |       | Latest Quarter |        |         |       |         |        | Year-to-Date |       |         |        |         |  |
|                                              | 10-11-85     |        | Weekly Change |       | Weekly Range |       | 52-Week Range |       | Weekly Shares Traded |          | 12-Week Avg. Vol. |      |                  | New Report           | Period | Date Ended    | Revenue |       | Net Income     |        | E.P.S.  |       | Revenue |        | Net Income   |       | E.P.S.  |        |         |  |
|                                              | Close        | Amt.   | Pct.          | High  | Low          | High  | Low           | Total | % Out                | As % Out | Change            | Amt. |                  |                      |        |               | Yld.    | Amt.  | Chg.           | Amt.   | Chg.    | Amt.  | Chg.    | Amt.   | Chg.         | Amt.  | Chg.    | Amt.   | Chg.    |  |
|                                              | \$           | \$     | %             | \$    | \$           | \$    | \$            | (100) | %                    | %        | %                 |      | \$               | %                    |        |               |         | \$Mil | %              | \$Mil  | %       | \$    | %       | \$Mil  | %            | \$Mil | %       | \$     | %       |  |
| Primo Inc. .... O                            | 1.75         | .00    | .0            | 1.88  | 1.75         | 4.63  | 1.50          | 110   | .33                  | .35      | - 5.7             | NM   | .00              | .0                   | .....  | 9 mos.        | 06-85   | 1.2   | 33.3           | .1     | NE      | .01   | NE      | 3.0    | 3.4          | .3    | NC      | .08    | NE      |  |
| RAX Restaurants .... M                       | 5.50         | -.50   | - 8.3         | 5.75  | 5.25         | 13.75 | 5.25          | 1,235 | 1.80                 | .89      | 102.2             | NC   | .00              | .0                   | .....  | fiscal        | 07-81   | NC    | NC             | NC     | NC      | NC    | NC      | .0     | NC           | .0    | NC      | .00    | NC      |  |
| Rest Assoc. .... A                           | 4.63         | -.13   | - 2.6         | 4.88  | 4.63         | 6.59  | 3.84          | 62    | .16                  | .83      | - 80.7            | 14.0 | .10              | 2.2                  | .....  | 6 mos.        | 06-85   | 35.8  | 9.1            | .6     | .0      | .18   | 20.0    | 69.0   | 9.9          | .3    | - 50.0  | .09    | - 40.0  |  |
| Rest Mgmt. .... M                            | 12.00        | .00    | .0            | 12.25 | 11.75        | 15.00 | 6.75          | 59    | .28                  | 1.59     | - 82.4            | 17.1 | .09              | .8                   | .....  | 9 mos.        | 07-85   | 8.5   | 28.8           | .5     | 25.0    | .15   | - 11.8  | 26.7   | 34.8         | 1.5   | 36.4    | .54    | 10.2    |  |
| Rest Systems .... M                          | 16.88        | -.25   | - 1.5         | 16.88 | 16.75        | 17.13 | 11.75         | 170   | .73                  | 1.96     | - 62.8            | 18.3 | .00              | .0                   | .....  | 6 mos.        | 06-85   | 9.6   | 18.5           | .6     | 20.0    | .23   | 4.5     | 20.1   | 8.6          | 1.1   | 10.0    | .46    | 7.0     |  |
| Ritzys G D .... M                            | 1.81         | -.31   | - 14.7        | 2.13  | 1.75         | 3.75  | 1.75          | 795   | 1.53                 | .87      | 75.9              | NE   | .00              | .0                   | .....  | 6 mos.        | 06-85   | 3.9   | 14.7           | (.3)   | NE      | (.06) | NE      | 6.9    | 11.3         | (1.0) | NE      | (.19)  | NE      |  |
| Rusty Pelican .... M                         | 12.13        | - 1.63 | - 11.8        | 13.25 | 12.13        | 18.25 | 11.00         | 197   | .70                  | 1.59     | - 56.0            | 14.1 | .00              | .0                   | .....  | fiscal        | 07-85   | 19.2  | 61.3           | 1.2    | 71.4    | .44   | 37.5    | 53.7   | 47.1         | 2.3   | 27.8    | .86    | 1.2     |  |
| Ryan's Fam. .... M                           | 16.75        | 1.00   | 6.3           | 17.00 | 15.25        | 19.25 | 11.34         | 2,921 | 4.21                 | 1.97     | 113.7             | 27.5 | .00              | .0                   | .....  | 6 mos.        | 06-85   | 12.4  | 61.0           | 1.3    | 62.5    | .18   | 50.0    | 22.9   | 59.0         | 2.4   | 50.0    | .34    | 41.7    |  |
| Saga Corp. .... N                            | 22.25        | .00    | .0            | 22.63 | 22.00        | 35.00 | 22.00         | 1,508 | 1.15                 | 1.56     | - 26.3            | 10.2 | .52              | 2.3                  | .....  | fiscal        | 06-85   | 324.8 | 6.2            | 2.1    | - 67.2  | .16   | - 66.7  | 1254.8 | 10.9         | 29.1  | - 6.1   | 2.18   | - 9.2   |  |
| Sandwich Chef .... M                         | 7.88         | .25    | 3.3           | 8.00  | 7.63         | 8.88  | 6.88          | 30    | .24                  | .27      | - 11.1            | 13.8 | .00              | .0                   | .....  | fiscal        | 06-85   | 7.5   | 11.9           | .2     | .0      | .17   | .0      | 28.7   | 12.1         | .7    | .0      | .57    | 3.6     |  |
| Sea Galley .... M                            | 4.00         | -.25   | - 5.9         | 4.25  | 4.00         | 9.50  | 4.00          | 1,438 | 4.53                 | 4.10     | 10.5              | 2.1  | .00              | .0                   | .....  | 6 mos.        | 06-85   | 15.3  | - 7.8          | .3     | - 81.3  | .13   | - 68.3  | 29.9   | - 8.3        | 2.3   | - 23.3  | .70    | - 9.1   |  |
| Shoney's Inc. .... M                         | 25.00        | - 1.00 | - 3.8         | 25.38 | 24.63        | 31.88 | 21.94         | 4,302 | 1.51                 | 1.54     | - 1.9             | 20.0 | .15              | .6                   | .....  | 9 mos.        | 07-85   | 134.2 | 13.9           | 10.4   | 26.8    | .36   | 20.0    | 413.8  | 14.9         | 27.6  | 26.0    | .96    | 20.0    |  |
| Shoney's South .... M                        | 11.13        | -.13   | - 1.1         | 11.25 | 10.88        | 16.00 | 10.00         | 272   | .48                  | 1.62     | - 70.4            | 10.3 | .00              | .0                   | .....  | 6 mos.        | 06-85   | 44.1  | 10.3           | 2.1    | .0      | .36   | 5.9     | 94.4   | 9.1          | 3.0   | - 25.0  | .51    | - 25.0  |  |
| SIS Cp. .... M                               | 4.75         | .00    | .0            | 5.50  | 4.75         | 5.50  | 3.25          | 47    | .30                  | .62      | - 51.6            | NE   | .00              | .0                   | .....  | 6 mos.        | 06-85   | 3.4   | 61.9           | .0     | - 100.0 | .03   | - 25.0  | 5.9    | 68.6         | (.1)  | NC      | (.06)  | NE      |  |
| Sizzler Rest Intl. .... M                    | 13.50        | .75    | 5.9           | 13.75 | 12.25        | 17.75 | 9.16          | 4,302 | 4.21                 | .95      | 343.2             | 13.2 | .00              | .0                   | .....  | 3 mos.        | 07-85   | 46.4  | 16.0           | 3.0    | 20.0    | .30   | 20.0    | 46.4   | 16.0         | 3.0   | 20.0    | .30    | 20.0    |  |
| Skippers .... M                              | 9.50         | -.38   | - 3.8         | 9.75  | 9.50         | 12.50 | 8.75          | 99    | .36                  | 2.01     | - 82.1            | 10.3 | .08              | .8                   | .....  | 6 mos.        | 06-85   | 16.1  | 11.8           | .6     | .0      | .24   | 9.1     | 31.5   | 13.3         | 1.1   | .0      | .41    | - 2.4   |  |
| So Hospitality .... M                        | 4.63         | .13    | 2.8           | 4.63  | 4.50         | 5.88  | 4.00          | 349   | .70                  | 1.93     | - 63.7            | 11.0 | .00              | .0                   | .....  | 3 mos.        | 08-85   | 12.2  | 14.0           | .7     | 75.0    | .15   | 87.5    | 12.2   | 14.0         | .7    | 75.0    | .15    | 87.5    |  |
| Stuff Yer Face .... O                        | .31          | -.13   | - 28.6        | 0.44  | 0.31         | 1.44  | .31           | 1,004 | .66                  | .43      | 53.5              | NE   | .00              | .0                   | .....  | 3 mos.        | 06-85   | .8    | 60.0           | (.1)   | NE      | (.01) | NE      | .8     | 60.0         | (.1)  | NE      | (.01)  | NE      |  |
| Swensens Inc. .... O                         | 1.50         | .00    | .0            | 1.63  | 1.50         | 3.13  | 1.38          | 52    | .10                  | .18      | - 44.4            | NE   | .00              | .0                   | .....  | 6 mos.        | 06-85   | 3.1   | 6.9            | .0     | NC      | .01   | .0      | 5.8    | 9.4          | (.3)  | NC      | (.04)  | - 100.0 |  |
| Taco Villa .... O                            | 3.75         | -.75   | - 16.7        | 4.50  | 3.75         | 7.75  | 3.75          | 86    | .10                  | .11      | - 9.1             | 19.7 | .00              | .0                   | .....  | 6 mos.        | 06-85   | 18.9  | 166.2          | .5     | 66.7    | .06   | - 14.3  | 34.1   | 138.5        | .3    | - 50.0  | .04    | - 73.3  |  |
| Taco Viva .... M                             | 3.63         | -.13   | - 3.3         | 3.63  | 3.38         | 7.50  | 3.38          | 263   | .77                  | .65      | 18.5              | 10.7 | .00              | .0                   | .....  | 9 mos.        | 02-85   | 5.5   | - 6.8          | .3     | - 25.0  | .10   | - 9.1   | 17.7   | 8.6          | .9    | 12.5    | .27    | 12.5    |  |
| TGI Friday's .... N                          | 8.00         | -.50   | - 5.9         | 8.75  | 7.88         | 12.38 | 7.88          | 289   | .25                  | .48      | - 47.9            | 11.6 | .00              | .0                   | .....  | 6 mos.        | 06-85   | 80.1  | 12.5           | 3.6    | 5.9     | .20   | 11.1    | 156.4  | 14.6         | 7.0   | 7.7     | .39    | 11.4    |  |
| TGIF Texas .... O                            | 2.00         | .00    | .0            | 2.38  | 2.00         | 2.38  | 2.00          | .0    | .00                  | .08      | - 100.0           | NE   | .00              | .0                   | .....  | 3 mos.        | 03-85   | 3.2   | 23.1           | (.2)   | NE      | (.15) | NE      | 3.2    | 23.1         | (.2)  | NE      | (.15)  | NE      |  |
| TCBY Entrprs. .... M                         | 20.00        | .13    | .6            | 20.25 | 19.38        | 23.75 | 4.09          | 1,061 | 2.43                 | 4.60     | - 47.2            | 55.6 | .00              | .0                   | .....  | 6 mos.        | 05-85   | 4.3   | 207.1          | .8     | 166.7   | .19   | 171.4   | 6.3    | 200.0        | 1.0   | 233.3   | .23    | 187.5   |  |
| Transworld .... N                            | 36.88        | - 1.50 | - 3.9         | 38.38 | 36.50        | 41.13 | 28.25         | 6,749 | 1.90                 | 1.62     | 17.3              | 12.3 | .48              | 1.3                  | .....  | 6 mos.        | 06-85   | 529.7 | 5.1            | 30.9   | 3.3     | .79   | - 7.1   | 1009.5 | 4.3          | 47.1  | - 4.3   | 1.19   | - 9.8   |  |
| USACafes .... M                              | 5.50         | .13    | 2.3           | 5.63  | 5.13         | 6.00  | 3.25          | 962   | 1.53                 | 3.24     | - 52.8            | 15.7 | .28              | 5.1                  | .....  | 9 mos.        | 06-85   | 4.5   | 15.4           | .5     | .0      | .10   | .0      | 13.9   | 16.8         | 1.7   | 6.3     | .26    | - 10.3  |  |
| Vicorp Restaurants .... M                    | 17.50        | .88    | 5.3           | 17.63 | 15.63        | 28.25 | 13.25         | 5,660 | 6.72                 | 4.66     | 44.2              | 15.6 | .12              | .7                   | .....  | 9 mos.        | 07-85   | 93.9  | 39.3           | 3.1    | 14.8    | .33   | - 19.5  | 286.4  | 85.5         | 5.9   | 1.7     | .67    | - 23.0  |  |
| Victoria Stations .... M                     | 1.38         | -.25   | - 15.4        | 1.75  | 1.25         | 4.38  | 1.25          | 1,190 | 2.62                 | 2.05     | 27.8              | NE   | .00              | .0                   | .....  | fiscal        | 03-85   | 20.3  | - 14.0         | (2.2)  | NE      | (.62) | NE      | 93.8   | - 7.3        | (5.9) | NE      | (1.67) | NE      |  |
| Wendys Intl. .... N                          | 15.00        | -.13   | -.8           | 15.25 | 14.50        | 19.13 | 12.19         | 7,604 | 1.04                 | 1.35     | - 23.0            | 15.0 | .21              | 1.4                  | .....  | 6 mos.        | 06-85   | 290.4 | 20.8           | 22.3   | 15.5    | .30   | 15.4    | 526.9  | 18.2         | 36.8  | 13.9    | .50    | 13.6    |  |
| Wstn Steer .... M                            | 11.63        | .00    | .0            | 12.00 | 11.00        | 14.00 | 9.00          | 23    | .19                  | .46      | - 58.7            | 14.4 | .20              | 1.7                  | .....  | 6 mos.        | 08-85   | 11.8  | 14.6           | .4     | 300.0   | .27   | 285.7   | 23.2   | 17.2         | .7    | 75.0    | .54    | 63.6    |  |
| Winners Cp. .... N                           | 6.75         | 1.13   | 20.0          | 6.75  | 5.75         | 8.75  | 5.13          | 1,663 | 4.16                 | 1.26     | 230.2             | NM   | .00              | .0                   | .....  | 6 mos.        | 06-85   | 28.0  | -.4            | .2     | - 75.0  | .06   | - 66.7  | 51.9   | - 1.0        | (.4)  | - 100.0 | (.10)  | - 100.0 |  |
| Hotels, Motels, and Casinos                  |              |        |               |       |              |       |               |       |                      |          |                   |      |                  |                      |        |               |         |       |                |        |         |       |         |        |              |       |         |        |         |  |
| Brock Hotel Cp. .... N                       | 1.25         | .00    | .0            | 1.38  | 1.00         | 5.13  | - 1.00        | 2,345 | 1.66                 | .77      | 115.6             | NE   | .10              | 8.0                  | .....  | 6 mos.        | 06-85   | 61.9  | - 9.4          | (13.8) | NE      | (.97) | NE      | 128.7  | - 9.0        | .1    | NE      | .01    | NE      |  |
| Hilton Hotels .... N                         | 66.50        | 9.25   | 16.2          | 67.38 | 56.63        | 73.50 | 51.50         | 8,286 | 3.35                 | 1.00     | 235.0             | 14.0 | 1.80             | 2.7                  | .....  | 6 mos.        | 06-85   | 190.7 | 40.7           | 27.5   | 11.8    | 1.11  | 20.7    | 358.9  | 19.8         | 51.0  | 16.7    | 2.05   | 25.8    |  |
| Holiday Cp. .... N                           | 53.13        | 2.63   | 5.2           | 53.25 | 50.00        | 58.13 | 36.50         | 4,577 | 1.68                 | 1.93     | - 13.0            | 12.6 | 1.00             | 1.9                  | .....  | 6 mos.        | 06-85   | 470.3 | 3.7            | 32.2   | - 7.2   | 1.16  | 23.4    | 897.5  | 5.0          | 65.9  | 8.6     | 2.24   | 37.4    |  |
| Prime Mtr Inn. .... N                        | 34.00        | 1.75   | 5.4           | 34.75 | 32.13        | 36.75 | 16.50         | 1,142 | .59                  | 1.23     | - 52.0            | 26.6 | .09              | .3                   | .....  | fiscal        | 06-85   | 126.9 | 474.2          | 7.7    | 67.4    | .39   | 62.5    | 304.5  | 320.0        | 25.0  | 44.5    | 1.28   | 42.2    |  |
| Ramada Inns .... N                           | 7.63         | -.13   | - 1.6         | 8.00  | 7.38         | 9.50  | 5.13          | 7,160 | 1.92                 | 3.57     | - 46.2            | 54.5 | .00              | .0                   | .....  | 6 mos.        | 06-85   | 149.9 | 1.6            | 2.6    | 420.0   | .07   | 600.0   | 287.4  | - 1.3        | 1.0   | 25.0    | .03    | 50.0    |  |
| Servico Inc. .... M                          | 20.00        | .50    | 2.6           | 20.00 | 19.25        | 21.38 | 13.44         | 57    | .16                  | .23      | - 30.4            | 10.0 | .00a             | .0                   | .....  | 6 mos.        | 06-85   | 51.1  | 8.0            | 4.1    | 115.8   | 1.07  | 114.0   | 93.1   | 3.2          | 4.2   | 50.0    | 1.11   | 50.0    |  |
| Sonesta Intl. .... M                         | 23.00        | .00    | .0            | 25.50 | 23.00        | 27.00 | 18.50         | .0    | .00                  | .07      | - 100.0           | 7.1  | .40              | 1.7                  | .....  | 6 mos.        | 06-85   | 20.9  | - 6.7          | 1.8    | - 14.3  | 1.65  | 19.6    | 32.9   | - 9.4        | (.3)  | NC      | (.20)  | NE      |  |
| Other Companies with Food-Service Operations |              |        |               |       |              |       |               |       |                      |          |                   |      |                  |                      |        |               |         |       |                |        |         |       |         |        |              |       |         |        |         |  |
| Allegheny Bev. .... M                        | 17.00        | .38    | 2.3           | 17.00 | 15.00        | 22.63 | 15.00         | 1,479 | 2.45                 | 1.89     | 29.6              | 1.6  | .40              | 2.4                  | .....  | 3 mos.        | 06-85   | 225.3 | 88.9           | 69.9   | 3395.0  | 11.20 | 3400.0  | 225.3  | 88.9         | 69.9  | 3395    |        |         |  |

**Food service  
the family way**

Cover story/Page F3

**NRA pumps up  
PAC war chest**

Goals set high/Page 20

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"This is a time of  
turmoil."

—Mark A. Levy



"Change will be the  
key word in the next  
year."

—William Baumhauer



"There's a war going  
on."

—Jim McLamore



"The pie is not getting  
any bigger."

—Robert Barney



"Today's dullness in  
sales could last through  
next spring."

—Jim Peterson



Operators are in for the  
"lesson of their lives."

—James Collins

## Shakeout looms, MUFISO panelists warn

**By Rick Telberg**  
ORLANDO, Fla. — A desperate fight for customers in the food-service industry is escalating into an all-out survival battle, a panel of leading chain chief executives warned at *Nation's Restaurant News'* annual Multi-Unit Food-Service Operators (MUFISO) conference.

### Competition escalates into war for survival

"We're going to see a shakeout in this industry like we've never seen before," Wendy's chairman Robert L. Barney told 1,100 operators and suppliers at the Hyatt Regency Grand Cypress.

"Parts of this business are saturated," he declared, "and the pie is not getting any bigger, so [chains] will have to be satisfied with a smaller piece each."

"There's a war going on,"

asserted Burger King cofounder Jim McLamore. He noted "a tone of despair through the discussions" of operators.

Members of the President's Panel agreed the nation's eco-

nomie sluggishness and political uncertainties were slowing consumer spending in the food-service industry.

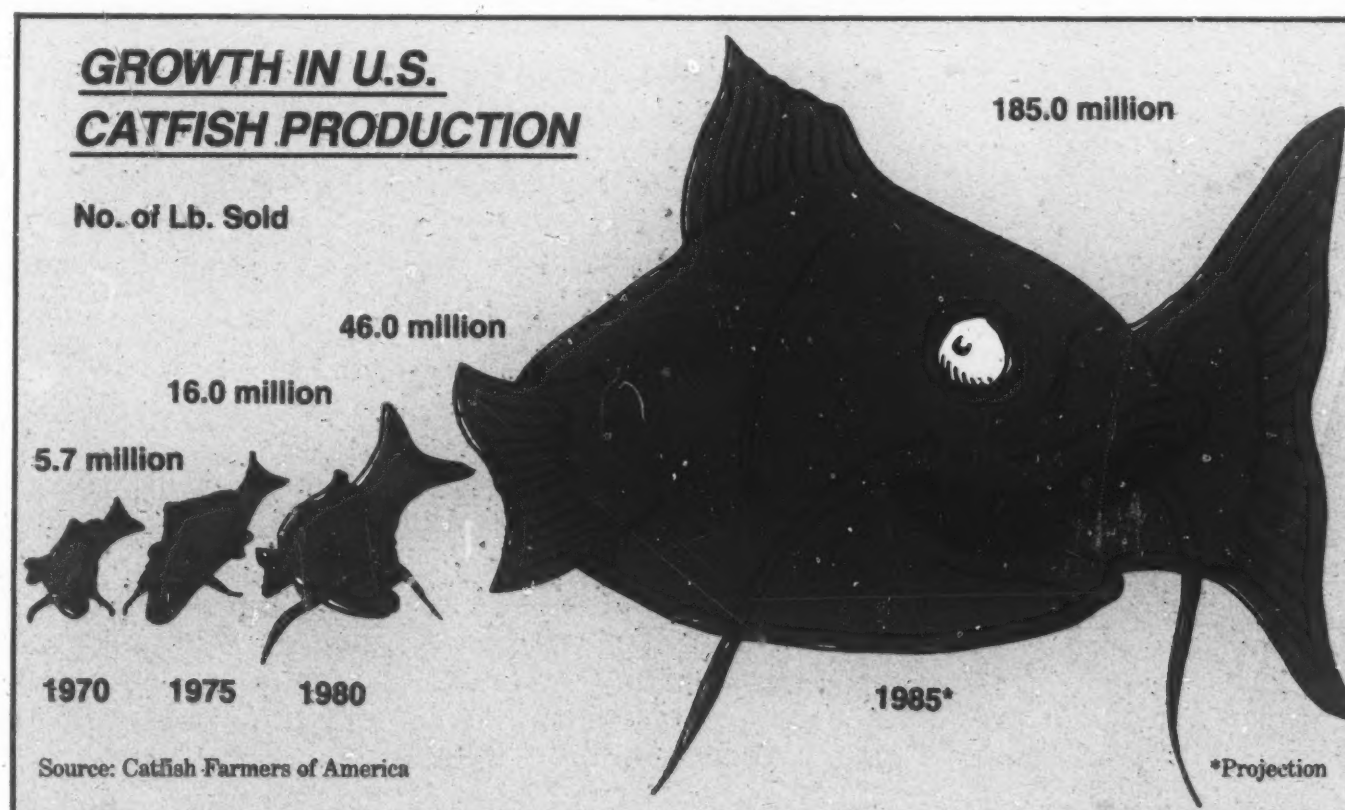
In a separate address earlier in the conference, Frank Carney, Pizza Hut cofounder and now Flakey Jake's chairman, said the industry "is in a down cycle," which he linked, (See *MUFISO*, page 55)

## Catfish gains in popularity

1985 sales could hit  
185 million pounds

**By Dave Zuckerman**  
Catfish may not win any beauty contests, but they have become increasingly attractive to food-service operators across America, who are rapidly discovering what those along the Mississippi Delta have known all along. "The quality of the product is just plain good," proclaimed Hugh Purnell, president of the Catfish Farmers of America, a Jackson, Miss.-based organization.

Those catfish, it should be noted, are only distant cousins to the ugly scavengers that can still be pulled from murky Southern waters. Though hardly more comely, they are grain-



fed and carefully raised in 20-acre ponds.

"Very few other varieties of fish are readily available to all sections of the country all year," Purnell said. "With the current diet trend toward seafood,

demand for farm-raised, grain-fed catfish has undergone tremendous growth in recent years. The business is now in excess of a couple of hundred million dollars per year."

(See *CATFISH*, page 9)

## Jenkins quits as S&A chief

Will run Marriott's  
Big Boy operation

**By David Zuckerman**  
DALLAS — J. Michael Jenkins has resigned as S&A Restaurant Corp. chairman and chief executive and accepted a position as executive vice president and general manager of Marriott's 868-unit Big Boy chain.

He is replaced by recently named S & A president Kyle Craig Jr., who assumes the title of chief executive while he maintains his current



Jenkins

standing as president and chief operating officer. The chairman's post will remain vacant at this time, a spokesman said.

Jenkins, 39, a 15-year veteran of Pillsbury's S & A Restaurants, was named chief executive when Hal W. Smith resigned in 1984 and chairman earlier this year. Jenkins fills a vacancy at Big Boy that was created when Edward W. Doherty left to become a Connecticut-area franchisee of Marriott's Roy Rogers fast-food chain.

For the 38-year-old Craig, who now

(See *JENKINS*, page 50)

## 1,000 more 7-Elevens to add deli service

**By Mark Schoifet**  
ORLANDO, Fla. — 7-Eleven is expanding its deli-sandwich program into 1,000 more convenience stores in 1986, a company executive said.

Richard P. Reinhard Jr., food-service manager for the Southland Corp., 7-Eleven's parent company, also said the chain is considering the development or acquisition of a "theme concept" to enhance its food-service oper-

ation.

Fast food "represents 7-Eleven's greatest area of opportunity," Reinhard told a workshop panel audience at the Multi-Unit Food Service Operators conference here.

Reinhard's disclosure that 7-Eleven recorded \$900 million in food-service sales last year marked the first time a Southland executive has broken out that portion of the 8,000-unit chain's

systemwide sales.

In previous years Southland grouped fast food in a broad category that included canned soda, snacks and other items. Reinhard described 7-Eleven's fast-food category as fountain beverages—the largest element—Slurpees (a proprietary frozen drink), hotdogs, deli sandwiches, nachos and microwave products.

(See *7-ELEVEN*, page 50)